

E-mail 1: Limited Edition

Subject: A special lease rate on a limited edition



## Take home the hottest model on South Beach

Get your hands on the elusive 570S Spider with a special lease rate

The McLaren 570S Spider is a rare breed.

Produced in limited numbers, each remarkable automobile is individually hand-crafted in the state-of-the-art McLaren Production Centre in Woking, England. There are just 22 McLaren dealerships in the US, and each has received only a handful of 570S Spiders that are now available at a special lease rate.

The 570S Spider offers all the performance of the critically acclaimed coupé plus the extra exhilaration of open-air driving. In addition, its carbon fiber construction means that – unlike most other convertibles – the 570S Spider requires no additional stiffening of the chassis, while maintaining the extreme performance, dynamic excellence and impressive refinement expected of a McLaren.

A special lease rate has made this exceptionally rare supercar decidedly attainable. Inquire to learn more.

Request special lease

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Commit.  
Belong.

E-mail 2: McLaren is Rare

Subject: A car rarely seen with an even rarer lease rate

McLaren  
THE COLLECTION®



## The most sought after supercar under the sun

An elusive lease opportunity for a legendary supercar


On the rare chance you spot a McLaren 570S Spider, you don't forget it.


The 570S Spider is still a rare supercar in North America, despite universal acclaim amongst collectors, McLaren enthusiasts, and the automotive press. It is worth remembering that McLaren, a Formula 1™ legend, has only produced road cars for the last 20 years. And now you can make this legendary marque your own with a special lease rate.

The 570S Spider perfectly blends the vital components of performance driving into one seamless, confidence-inspiring experience. A wide field-of-view, adjustable suspension, and precision handling make the 570S Spider remarkably drivable.

A special lease rate has made this exceptionally rare supercar decidedly attainable. Inquire to learn more.

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E-mail 3: 570S is Must Have

Subject: An unmistakable car – an uncommon lease rate

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## More elusive than a parking spot off Ocean Drive

A once-in-a-generation car with a once-in-a-lifetime lease rate


The 570S Spider is the crowning achievement of the McLaren Sport Series.





Some cars turn heads. Others transform an industry. The 570S Spider does both. The Sport Series has been a massive success for McLaren in design, performance and critical acclaim. And the 570S Spider is the pinnacle of the Sports Series line. Now available with a special lease rate, the instantly iconic 570S Spider can be yours.

McLaren Automotive's technical prowess is on full display in the 570S Spider. Advanced and proprietary software developed for the rigors of Formula 1™ racing allows for suspension adjustments on the fly, delivering racecar performance on any road. Plus a retractable hardtop that disappears at the push of a button (at speeds up to 25mph) makes for a seamless transition to open air driving.

A special lease rate has made this exceptionally rare supercar decidedly attainable. Inquire to learn more.

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E-mail 1: McLaren is Within Reach

Subject: Your chance to experience McLaren with a special lease

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## Outrun the regular on I-95

The ultimate driver's car is now attainable with this special lease

You have an appetite for pure driving pleasure.





So you'll be pleased to hear one of the world's most elite supercars, the McLaren 570S Spider, is surprisingly attainable thanks to a special lease rate. This is your chance to experience the Spider's twin-turbocharged 3.8-liter McLaren engine and 1-piece carbon fiber chassis that provides extreme performance and impressive refinement.

But the 570S Spider delivers more than pulse-pounding weekend excitement. The Active Dynamics Panel allows you to optimize the suspension to any driving situation, whether it be city, highway or track. And its retractable hardtop can disappear at the push of a button (at speeds up to 25mph), enabling a driving experience that is both thrilling and comfortable in the same moment.

Experience the ultimate in design, performance and style with a special lease rate. Inquire to learn more.

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E-mail 2: Experience a True Supercar

Subject: A special lease to give you spectacular performance

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## Category five performance

This lease is your opportunity to experience a supercar unlike any other

You appreciate the importance of great performance.


The McLaren 570S Spider's 1-piece carbon fiber chassis enables an outstanding power-to-weight ratio when married with the twin-turbocharged 3.8 liter McLaren engine. And now, the McLaren 570S Spider's special lease rate enables you to move up to one of the world's most innovative supercars.

Long known as "the driver's supercar," McLaren marries Formula 1™ racing technology with driver-centric performance. Its ergonomic cockpit design, wide field-of-view, and refined handling has no equal amongst performance supercars.

Experience the ultimate in design, performance and style with a special lease rate. Inquire to learn more.

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E-mail 3: The Critic's Choice

Subject: The critic's favorite can be yours with a special lease

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## Join the seen

Get the critically-acclaimed 570S Spider with this special lease rate


You're ready to take a big step up in your quest for power and performance.





Critics agree the McLaren 570S Spider is a level above all other cars in its category. And now this iconic supercar is available with a special lease rate that makes McLaren power, styling and driver-centric design more attainable than ever.

The 570S Spider perfectly blends the vital components of performance driving into one seamless, confidence-inspiring experience. A wide field-of-view, adjustable suspension, and precision handling make the 570S Spider remarkably drivable. Plus, a retractable hardtop that disappears at the push of a button (at speeds up to 25mph) enables a driving experience that is both thrilling and comfortable in the same moment.

Experience the ultimate in design, performance and style with a special lease rate. Inquire to learn more.

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E-mail 1: Monocell Technology

Subject: A different kind of supercar and a special lease rate

**McLaren**  
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## Step up to a real haute rod

Discover the difference of Monocell Technology with a special lease rate


The McLaren 570S Spider is not your typical supercar.





Long known as “the driver’s supercar,” McLaren marries Formula 1™ racing technology with easy-to-drive comfort. And now this pioneering performance car is available for a special lease rate.

The 570S Spider delivers surprising power with superior refinement. The twin-turbocharged 3.8-liter McLaren engine is complemented by a single-piece carbon fiber chassis, also known as a monocell, for a best-in-class power-to-weight ratio. Its immense rigidity and strength means that – unlike most other convertibles – the 570S Spider requires no additional stiffening of the chassis, while maintaining extreme performance, dynamic excellence and impressive refinement.

Experience the refined performance of the driver’s supercar with a special lease rate. Inquire to learn more.

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E-mail 2: F1 Technology

Subject: A special lease on F1™ inspired performance



## Master the fine British art of shouting quietly

Take advantage of our special lease rate and Formula 1™ technology

There's a reason why McLaren is different than any other supercar.

Over 50 years of Formula 1™ racing, including 182 wins and 12 Drivers' Championships, has allowed us to test, learn and perfect the most advanced technologies and create a truly refined driver experience. And now one of our most advanced road cars, the McLaren 570S Spider, is available to you at a special lease rate.

The 570S Spider features an Active Dynamics Panel, which allows you to optimize the suspension to any driving situation, be it city, highway or track. So whether you're seeking a thrilling closed-track experience or a relaxing weekend getaway, your McLaren will always provide you a level of performance and comfort that no other supercar can match.

Experience the refined performance of the driver's supercar with a special lease rate. Inquire to learn more.

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E-mail 3: Driver Centric

Subject: The drivable supercar is attainable with a special lease



## The refinement says McLaren. The open air driving says Miami.

Discover driver-centric performance with a special lease rate

If you think a supercar can't offer refined performance, think again.

The McLaren Sports Series is an accomplished track performer, yet provides a level of ride comfort and refinement that make it our most useable McLaren to date. And now the crowning achievement of the Sports Series, the 570S Spider, is available with a special lease rate.

The 570S Spider perfectly blends the vital components of performance driving into one seamless, confidence-inspiring experience. A wide field-of-view, adjustable suspension, and precision handling make the 570S Spider remarkably drivable. Plus, a retractable hardtop that disappears at the push of a button (at speeds up to 25mph) enables a driving experience that is both thrilling and comfortable in the same moment.

Experience the refined performance of the driver's supercar with a special lease rate. Inquire to learn more.

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E-mail 1: Innovation

Subject: The most innovative supercar with a special lease rate

Mclaren

THECOLLECTION®



Meet the hottest model on South Beach

Acquire the supercar of tomorrow with a special lease rate today

The McLaren 570S Spider is the world's most advanced supercar.

Discover an engineering marvel that combines best-in-class power with cutting-edge innovation. And, with a special lease rate, the iconic McLaren 570S Spider has never been more attainable.

McLaren Automotive is, first and foremost, a tech company. Advanced and proprietary software developed for the rigors of Formula 1™ racing allows for suspension adjustments on the fly, delivering racecar performance on any road. The 570S Spider features an Active Dynamics Panel, which allows you to optimize the suspension of your 570S to any driving situation, be it city, highway or track.

Experience the 570S Spider's perfect balance of raw performance and refined innovation with a special lease rate. Inquire to learn more.

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E-mail 2: McLaren is Rare

Subject: A car rarely seen with an even rarer lease rate



## For those who don't slow down for scenery

An elusive lease opportunity for a legendary supercar

On the rare chance you spot a McLaren 570S Spider, you don't forget it.

The 570S Spider remains a rare supercar in North America, despite universal acclaim amongst performance aficionados, McLaren enthusiasts, and the automotive press. It is worth remembering that McLaren, a Formula 1™ legend, has only produced road cars for the last 20 years. And now you can make this legendary marque your own with a special lease rate.

Produced in limited numbers, each remarkable 570S Spider is individually hand-crafted in the state-of-the-art McLaren Production Centre in Woking, England. The 570S Spider features ergonomic seating, adjustable suspension, and a retractable hardtop that disappears at the push of a button (at speeds up to 25mph), for a driving experience that is both thrilling and comfortable in the same moment.

Experience the 570S Spider's perfect balance of raw performance and refined innovation with a special lease rate. Inquire to learn more.

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E-mail 3: Turn Heads

Subject: A lease rate and supercar styling that grabs attention

McLaren  
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# Stun in the sun

Enjoy the unmistakable design of McLaren with a special lease rate

Superior performance comes with iconic style on the new McLaren 570S Spider.

Some cars turn heads. Others transform an industry. The 570S Spider does both. The Sport Series has been a massive success for McLaren in design, performance and critical acclaim. And now available with a special lease rate, the attention-grabbing 570S Spider can be yours.

The front of the 570S Spider is strikingly low, creating a poised stance that emphasizes the mid-engine layout. The crisp contours of the bonnet pierce the air and channel it aerodynamically over fluid, sculpted surfaces. Dihedral doors are an iconic design feature of the McLaren 570S Spider. As well as making it easier to get in and out, these intricate doors guide air into the side intakes to feed the radiators that cool the twin-turbocharged 3.8-liter McLaren engine.

Experience the 570S Spider's perfect balance of remarkable style and refined performance with a special lease rate. Inquire to learn more.

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E-mail 1: A Thrill Ride

Subject: Our new thrilling feature – a special lease rate

**McLaren**  
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## Ocean Drive it like you mean it

A special lease rate makes the 570S Spider even more thrilling

The world's most exhilarating supercar just got more exciting.





The McLaren 570S Spider will surprise you, but not just because of its "racecar on the road" performance. A special lease rate has made this masterpiece of automotive design more attainable than ever.

The 570S Spider offers all the performance of the critically acclaimed coupé plus the extra exhilaration of open-air driving. This is your chance to experience the thrills of the McLaren 570S Spider's twin-turbocharged 3.8-liter engine and 1-piece carbon fiber chassis that provides extreme performance and impressive refinement.

Take advantage of this special lease rate and experience the ultimate in design, performance and style. Inquire to learn more.

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E-mail 2: A Rare Opportunity

Subject: A car rarely seen with an even rarer lease rate



## As if Miami weekends didn't go fast enough

An elusive lease opportunity for a legendary supercar

On the rare chance you spot a McLaren 570S Spider, you don't forget it.

The 570S Spider is still a rare supercar in North America, despite universal acclaim amongst performance aficionados, McLaren enthusiasts, and the automotive press. It is worth remembering that McLaren, a Formula 1™ legend, has only produced road cars for the last 20 years. And now you can make this legendary marque your own with a special lease rate.

Produced in limited numbers, each remarkable 570S Spider is individually hand-crafted in the state-of-the-art McLaren Production Centre in Woking, England. The 570S Spider features ergonomic seating, adjustable suspension, and a retractable hardtop that disappears at the push of a button (at speeds up to 25mph), for a driving experience that is both thrilling and comfortable in the same moment.

Take advantage of this special lease rate and experience the ultimate in design, performance and style. Inquire to learn more.

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E-mail 3: Grab Attention

Subject: A lease rate and supercar styling that grabs attention

McLaren  
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## If you can't beat the heat, outrun it.

Enjoy the unmistakable design of McLaren with a special lease rate

Superior performance comes with iconic style on the new McLaren 570S Spider.





Some cars turn heads. Others transform an industry. The 570S Spider does both. The Sport Series has been a massive success for McLaren in design, performance and critical acclaim. And now available with a special lease rate, the attention-grabbing 570S Spider can be yours.

The front of the 570S Spider is strikingly low, creating a poised stance that emphasizes the mid-engine layout. The crisp contours of the bonnet pierce the air and channel it aerodynamically over fluid, sculpted surfaces. Dihedral doors are an iconic design feature of the McLaren 570S Spider. As well as making it easier to get in and out, these intricate doors guide air into the side intakes to feed the radiators that cool the twin-turbocharged 3.8-liter McLaren engine.

Take advantage of this special lease rate and experience the ultimate in design, performance and style. Inquire to learn more.

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E-mail 1: McLaren Lifestyle

Subject: Enjoy a special lease rate with concierge service

McLaren  
DALLAS



Welcome to the Lone Star rate

With Texas hospitality—McLaren style


The McLaren lifestyle is unlike any other. Now is your chance to experience it.

Get your hands on the elusive McLaren 570S Spider with a special lease rate. In addition, the McLaren concierge service program will provide free transportation for residents in Texas, Oklahoma and Louisiana for your McLaren to and from the dealership up to twice per year for service.





The 570S Spider offers all the performance of the critically acclaimed coupé plus the extra exhilaration of open-air driving. In addition, its carbon fiber construction means that – unlike most other convertibles – the 570S Spider requires no additional stiffening of the chassis, while maintaining the extreme performance, dynamic excellence and impressive refinement expected of a McLaren.

Don't miss this opportunity to experience the McLaren lifestyle with a special lease rate and concierge service program. Inquire to learn more.

Request special lease

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Concierge program is valid for 2 service trips per year. Only available to residents in Texas, Oklahoma, and Louisiana.

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E-mail 2: Rare Combination

Subject: Get a supercar plus concierge service and a special lease



## Don't mess with Texas. Don't miss this lease offer.

With four-star service for the Lone Star state

On the rare chance you spot a McLaren 570S Spider, you don't forget it.

Now McLaren Dallas is making a rare offer on this one-of-a-kind supercar for residents in Texas, Oklahoma and Louisiana. Enjoy a special lease rate as well as free transportation for your McLaren 570S Spider up to two times per year for service.

The 570S Spider is still a rare supercar in North America, despite universal acclaim amongst performance aficionados, McLaren enthusiasts, and the automotive press. It is worth remembering that McLaren, a Formula 1™ legend, has only produced road cars for the last 20 years. The 570S Spider perfectly blends the vital components of performance driving into one seamless, confidence-inspiring experience.

Don't miss this rare opportunity to experience the McLaren lifestyle with a special lease rate and concierge service program. Inquire to learn more.

Request special lease

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Concierge program is valid for 2 service trips per year. Only available to residents in Texas, Oklahoma, and Louisiana.




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E-mail 3: Performance Meets Service

Subject: Get better performance and service with a special lease

McLaren  
DALLAS



## Don't miss this Lone Star rate.

With Texas hospitality—McLaren style

The McLaren 570S Spider's performance is unmatched. And now so is our service.

The 570S Spider delivers surprising power with superior refinement. With a special lease rate, you can make this iconic supercar your own. And McLaren Dallas is offering a unique service opportunity to enthusiasts in Texas, Oklahoma and Louisiana. A McLaren associate will provide free transportation for your McLaren 570S Spider up to two times per year for service.

This is your chance to experience the Spider's twin-turbocharged 3.8-liter McLaren engine and 1-piece carbon fiber chassis that combine to provide unsurpassed performance. But the 570S Spider also features ergonomic seating, adjustable suspension, and a retractable hardtop that disappears at the push of a button (at speeds up to 25mph), for a driving experience that is both thrilling and comfortable in the same moment.

Don't miss this opportunity to experience McLaren performance with a special lease rate and concierge service program. Inquire to learn more.

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Concierge program is valid for 2 service trips per year. Only available to residents in Texas, Oklahoma, and Louisiana.



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